

# Jeans in Thailand

November 2023

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## Jeans in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Levi's retains its leading position in jeans category with strong performance across APAC in 2023

Concept stores proving popular for sales of jeans

Celebrity brand ambassadors play a key role in driving sales while players continue to invest in their online presence

#### PROSPECTS AND OPPORTUNITIES

Jeans likely to remain a popular staple in the wardrobes of Thai consumers

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